

## Your standing order should be growing as fast as Philip Morris brands.

Marlboro, the fastest-growing major brand in the business, had an 18% sales increase in 1972. But that's only part of the story:

- Benson & Hedges was up 12.6%
- Virginia Slims, up 12.4%
- Parliament, up 4.5%
- Overall, Philip Morris sales were up 13.7%

To keep up with that kind of growth, you need a bigger standing order on Philip Morris brands.



Don't be caught short on  
Philip Morris brands.  
Your customers wouldn't like it,  
and neither would you.

**Philip Morris USA**



SOURCE: The Maxwell Report, Oct. 30, 1972. Courtesy of the Maxwell Div. of Wheat, First Securities, Inc.



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